



**variety**  
the children's charity



**year in**  
**review 2011**

[www.variety.org.au](http://www.variety.org.au)

independence self esteem  
ability survival walk future achievement  
communication care quality of life  
experiences smiles freedom confidence  
recovery mobility diversity joy full potential

### our mission

Variety – the Children’s Charity believes in real opportunities and outcomes for all Australian children who are sick, disadvantaged or live with special needs, empowering them to live, laugh and learn.

### our vision

For all Australian children to attain their full potential regardless of ability or background.

Variety – the Children’s Charity doesn’t have needs, Australian children have needs. Variety has solutions.





Through three core programs, Variety – the Children’s Charity grants vital, practical equipment, programs and experiences, delivering tangible and positive social impact to the lives of Australian children and their families.



### freedom program

The Variety Freedom program is the gift of **independence, self-esteem, mobility and communication**. Under this program, Variety grants wheelchairs, standing frames, walkers, customised tricycles, communication aids and computers, wheelchair vehicle modifications, 12 and 24 seat Sunshine Coaches and Liberty Wheelchair Swings.



### future kids program

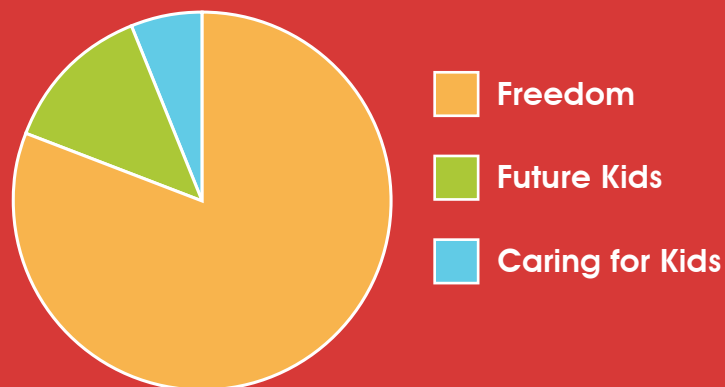
The Variety Future Kids program is the gift of **education, achievement, experiences and play**. Under this program, Variety grants children with social or distance disadvantage or disabilities scholarships to fulfill their academic, sports, music or arts potential by granting specialised equipment, tuition and coaching and other practical support, as well as fun outings and experiences.




### caring for kids program

The Variety Caring for Kids program is the gift of **support, survival and recovery**. Under this program Variety grants children’s intensive care medical equipment and emergency transport equipment to children’s medical facilities and transport services. The Variety Vision for Life high definition tele-medicine network is a major part of the Caring for Kids program.

### how the money was spent in 2011





All children are special but spare a thought for those less fortunate, those who live and grow up with a disability or serious illness. These are extra special children; children who require a special brand of care and help.

# That help is **Variety** the Children's Charity.

“There are no words to describe how to thank you Variety for making our lives so much easier, happier and bringing our daughter back to her normal self, happy and full of life again.”

“The life changing experience of having a terminal illness enter your home and afflict one of your children is without description to say the least, but to have a potentially terminal genetic disorder that has affected (in varying ways) all 3 out of 3 children is devastating! Variety's gift of the lifter makes that journey a great deal easier and for that we are extremely grateful!”

“An integral part of the education experience for our students with special needs is accessing local community places and events - our new Variety Sunshine Coach means we are now able to transport our students regularly for educational and life skill experiences”

“The provision of the Liberty Swing in our playground has made it possible for our wheelchair bound students to participate in a simple, fun children's activity, which was previously denied to them, enabling them to become active participating members of the group, rather than being passive watchers. Thank you to Variety - the Children's Charity.”



# cause



## **HAVING BEEN DIAGNOSED WITH CEREBRAL PALSY AND ATHETOID**

presentation at birth, Siobhan was left severely physically disabled, with tightness of her arm and leg muscles as well as involuntary movement of her limbs.

Eleven year old Siobhan is now much more independent and can enjoy many of her favourite activities with her family and friends, thanks to Variety - the Children's Charity which funded a new standing frame.

Siobhan's mother, Caroline explains, "Ever since receiving the new standing frame, Siobhan is now able to be involved in her favourite activities and gain independence. In particular she loves spending time cooking while standing in the frame. As a huge MasterChef fan, cooking is one of Siobhan's favourite activities and the tray table on the frame allows her to easily whip up some foodie creations, including her favourite, pizza." Siobhan is also able to now spend quality time with her eight year old sister, Shannon. The pair can often be found side by side cooking together. The independence Siobhan has gained from the frame has made her so much more confident and happier."



# effect

“As Christian was so severely disabled, just feeding him was a challenge as I would have to physically lift him and feed him at the same time as he couldn't sit in a normal highchair. His brother and sister also found it hard to play with him as he couldn't sit on the floor on his own. Really every aspect of interacting with Christian was made difficult because of his physical constraints. Things became so much easier once we were given the hi-lo chair, giving him newfound mobility. It rises and lowers for feedings and he can now play with his siblings at their level. In turn, this has assisted him in developing his communication and social skills, enabling him to focus on eye gaze, facial gestures and interaction, rather than using all of his energy to try to sit up. As the chair tilts, he can even now nap comfortably”. Among his favourite activities to participate in thanks to being able to have his height and eye level changed to suit include watching cartoons with his siblings and having them read to him as well as engaging in role play around the home.

While the hi-lo chair provided by Variety cost \$9505, it has made a world of difference to Christian and his family which can't be measured in dollars. The hi-lo chair has allowed Christian to participate in age appropriate activities, mealtimes with his family at the kitchen table and also interact face to face with his peers and siblings.”



“Prior to receiving the glove sleeve, Alex wasn’t able to do much with his right hand, he couldn’t even hold his own utensils when he ate. He was reliant on me for almost all aspects of the everyday things that require basic gross motor skills, such as holding and picking up things. Since he received the glove sleeve, Alex has now been able to use his hand which has empowered him to be able to care for himself more independently and participate more fully in all aspects of his daily life. His new found independence has been reflected in Alex’s new found confidence, particularly at school where he can now participate in sports and food classes. The glove also means that Alex won’t have to endure surgery to his hand.”

“Morgan has been in a wheelchair all his young life, anytime we had to travel anywhere we had to physically pick him up and place him in an infant car seat. As he has grown, this has become an enormous and tiring effort. I’ve injured my back and my wife, Jennie is unable to lift him anymore now as he weighs 20kg. As a result, Morgan has had limited time out of the home and has not been able to participate in outings with his friends and family. However, now with Variety’s help, our car has been modified for wheelchair access which has made a huge difference to our lives. Our entire family including Morgan’s brothers, five year old Charlie and 10 year old Jack are now able to enjoy occasions out together including going to the park and visiting other friends and family without Morgan having to miss out.”

“As Aaron is so severely disabled, just to get him in and out of the car to go out was a challenge which grew as he did. My wife and I would have to carry him from the house and as he got older and heavier, it became much harder until Variety helped us acquire a lift for the car, which enables us to wheel Aaron onto the lift at ground level which then lifts him straight into the vehicle. We can now enjoy many more family outings and trips and delight in having quality time together as a family and seeing Aaron’s face light up as we drive around.”

“Access to the community is critical to the learning of our children and that will be made much easier with our new Sunshine Coach, which would not have been possible without the fundraising efforts of our school community and Variety. The Lakeside School’s coach is the 1,193rd Sunshine Coach granted throughout Australia. Variety strives to provide wonderful experiences for as many children as possible.”



# ability

“Maddisan’s condition severely affects her mobility and her ability to engage in the normal daily activities of a five year old. She had an old wheelchair on loan which wasn’t in good condition and as it had been designed for another child, it didn’t suit Maddisan’s postural needs. However, with the new wheelchair Maddisan has been able to learn to separate herself from us and become more independent, as it has an adjustable tray table so Maddisan can feed herself, play with her toys and do arts and crafts. She is also much safer in this new wheelchair and is better supported to allow for changes in posture as the wheelchair tilts which also helps better manage her seizures. The wheelchair has made such a drastically positive difference to Maddisan, as she is now able to be more like a normal five year old. We are so thrilled that she is safe in the chair, thanks to the fully supportive seating system and the adjustable tray table which allows her to participate in feeding times and playing with her siblings.”







**VARIETY – THE CHILDREN’S CHARITY RECOGNISES THE HUGE DEMANDS,** both emotional and financial, that caring for a child with special needs can make. Variety can’t remove that burden but we do make life easier for families by providing vital equipment to enable communication, independence, mobility, self-esteem and confidence.

**Variety’s Freedom program** encompasses manual and electric wheelchairs, walking frames, Hi-Lo Chairs, special tricycles, communication computers, iPads and aids, suction human hair suction wigs for kids with alopecia, autism companion dogs, vehicle modifications for wheel-chairs, bath and shower chairs, sleep positioning systems, muscle strengthening equipment and wheelchair hoists to name a few.

Unlike most organisations, who focus on a single problem or narrow area, Variety grants essential equipment to families of children living with one, or multiple of, many physical and intellectual conditions. Sometimes, it’s the small things that make a really big difference. A specially adapted car seat costing just a few hundred dollars may mean the family of a child with special needs can finally go on trips together or an iPad with special communications software that allows an autistic child to communicate with their family, removing frustration for all and improving quality of life.

“Previously John would try to communicate by holding up pictures or photos of what he was trying to convey, which over time became more difficult and frustrating as he struggled to be understood. In just a few short months, the iPad and communication device has significantly aided in his speech development, making life so much easier. It has made such a positive difference to John both with his speech and behaviorally as well. To start he could only manage a few words but is now beginning for speak in sentences. He is infinitely happier also as he no longer gets frustrated and upset by not being able to communicate with us and every day his speech is progressing further.”





### LITERALLY BRINGING SUNSHINE INTO THE LIVES OF MANY

thousands of children each week, the more than 1200 Variety **Sunshine Coaches** across Australia are one of the best known aspects of Variety's support for Australian children, perhaps because they are the most visible. Variety Sunshine Coaches have become a powerful symbol for what children who are disadvantaged by distance or social circumstance and school children with special needs, can achieve when given the opportunity to explore the wider world.

Variety Sunshine Coaches have allowed generations of young Australians to experience and explore, to be curious, to bond with parents, teachers and carers and to feed their minds and fire their imaginations.

Many coaches have special modifications for wheelchair access and carry. For the schools and community groups who use them, Sunshine Coaches mean much easier provision of a whole range of activities, including sports, educational and cultural visits, community and life skills projects.

Each Sunshine coach represents a team fundraising effort between the school or organisation, Variety – the Children's Charity and corporate or individual sponsors. Sunshine coaches are a very popular and far reaching way for generous donors to give something back to their local community.

“An integral part of the educational experience for our students is accessing local community places and events. After lots of hard work by the Friends of Cameron Park, and Variety – the Children's Charity we are now able to transport our students regularly for school functions.”



# enjoy

**VARIETY BELIEVES A WHEELCHAIR SHOULD NOT BE ALLOWED TO** prevent children from living every day to the full. Through the **Variety Liberty Wheelchair Swings**, no longer does being in a wheelchair mean kids miss out on the pure fun and exhilaration of swinging.

For most of us, childhood visits to our local playgrounds are cherished memories, but many children in wheelchairs have not enjoyed the simple pleasure of swinging through the air and feeling weightless. Until you witness the pure joy and delight on these kid's faces when they do, you cannot believe the difference Variety Liberty Wheelchair swings make to children confined to a mobility device.

Variety – the Children's Charity is committed to working with local communities, schools and councils to ensure children across Australia have access to a Variety Liberty Wheelchair swing and can experience that simple joy. Variety also has mobile Liberty Swings available for school and children's organisations functions and fetes.

“The provision of the Liberty Swing in our playground has made it possible for our wheelchair bound students to participate in a simple, fun children's activity, which was previously denied to them, enabling them to become active participating members of the group, rather than being passive watchers. Thank you to Variety – the Children's Charity.”



# caring

**IMAGINE A CHILDREN'S HOSPITAL WITHOUT WALLS;**

a virtual hospital that allows the very best clinicians and specialist doctors to save the life of a critically injured or ill child via a state of the art high definition tele-medicine network - imagine Variety Vision for Life.

Variety Vision for Life gives specialist doctors the ability to see a premature baby, sick or injured child in real time, allowing very accurate assessment, diagnosis and decisions on whether to treat the baby or child locally or transport them by air or road to another specialist hospital.

Being able to see a child not only provides a possibly lifesaving

diagnosis and treatment plan, it also provides first class help when it is needed most and saves money and family disruption by helping prevent unnecessary road or air retrieval transport.

**Variety Caring for Kids program** is the gift of survival and recovery by granting vital medical equipment to individual children, children's hospital intensive care units and children's emergency transport services.

Equipment granted includes life support systems, neonatal monitors, humidicribs, prosthetic limbs, high intensity illumination systems for intensive care units carrying out delicate surgery and Variety Vision for Life tele-medicine systems to name a few.





## caring for kids program

hospital care, services & equipment

“Sophie was born with a left transcarpal upper limb deficiency. Use of the myoelectric prosthesis has improved the overall quality of life by supporting development of social skills and peer relationships through participation in two handed gross motor and fine motor activities as well as supporting the development of independence in age appropriate activities of daily living. Our heartfelt thanks to Variety for funding Sophie’s myoelectric prosthesis, we couldn’t have done it without you.”

“Georgia had kidney failure from birth so we knew that she would have to have a transplant at some stage, even so, it was difficult to see her on so much medication in the isolation room. She is now back at school and full of energy, thanks to much needed community support from Variety – the Children’s Charity. Without Variety’s support, the hospital could not offer such world class award winning care for its precious young patients.”



# equality

Mitchell was born in 1993 with Cerebral Palsy. As a child he showed a natural talent for athletics. Regarded a very worthy recipient of financial support through the Variety Scholarship Program, Mitchell has continued to achieve wonderful results in his chosen field of athletics.

Accomplishments include competing at the Oceania Paralympics, breaking the Australian under 20's record, a wonderful achievement considering it was his first competition at an open age. Mitchell has also placed 1st in the 16 to 19 year section of the NSW All schools Cross Country Championships and participated in the Australian's with Disabilities Underage Championships.

Mitchell's family are immensely grateful to Variety for the opportunities the Scholarship has afforded Mitchell. The financial support through the Program has facilitated access to coaches, the cost of travelling to events and competitions, training costs, the purchase of home gymnasium equipment to improve strength, plus shoes and spikes.

The rewards of being a Variety Scholarship recipient have been immeasurable. Without funding from Variety, Mitchell believes it would have been near impossible for him to have achieved all that he has; in both athletics and self confidence.



# Y



## VARIETY'S FUTURE KIDS PROGRAM WORKS HARD

to help children and young people feel empowered and liberated to do and be what they want to be. Future Kids provides opportunities for children who are disadvantaged or have special needs to learn more about the world and more about themselves, in the process raising their aspirations and prospects for the future.

Future Kids enables children with intellectual or physical disabilities to positively transform their communication, learning ability and academic performance.

Fostering talent in sports, arts, drama, music and academia for children who are isolated, disadvantaged or have special needs is an important part of the Future kids umbrella. The Scholarship program provides each child up to \$5,000 per year and may cover tuition fees, equipment costs, personal development, travel and accommodation.

At a grassroots level, Variety's Future Kids program allows volunteers and corporate supporters to provide experiences and fun under the variety@work program. These include outings, disco's, Christmas parties, wheelchair ice skating, ten pin bowling and visits to attractions.

It's already proving a big year for 14-year-old Luke who is one of Australia's most promising young cricketing talents. The youngster was awarded Fairfield RSL Club's Junior Cricket Champion of the Year at the end of season awards. The award recognised his achievements playing representative junior club cricket for Fairfield RSL under 14s and his efforts as the club's leading junior player across the under nine to under 17 teams, amassing 640 points for the season.

"Luke's success to date would not have been possible without the support of Variety - the Children's Charity as they made Luke part of their scholarship program. They've helped provide coaching and sporting equipment and also have helped with a contribution towards a trip to Darwin with his school team, which gives him valuable away-from-home sporting experience", said Luke's mother Lisa.

For a young person with a disability, sport is so much more than just a game. It is a priceless opportunity to make new friends and build self-esteem in a supportive community of peers. For a growing child with complex and constantly changing needs, a comfortable wheelchair that fits both their body and their lifestyle can genuinely transform their life, but these are expensive pieces of equipment.

Keegan is an amazing young man who was born with Arthrogryposis and uses a wheelchair to fully function day to day and maintain his independence. Keegan is a recipient of a Variety scholarship which enables him to purchase much needed equipment for wheelchair tennis and basketball.

# play

## **DO YOU REMEMBER YOUR FIRST CARNIVAL RIDE? FIRST STAGE SHOW?**

First time you saw the sea? Over the past 30 years, variety@work has been responsible for thousands of "firsts" like these. It is a privilege to light up the lives of children who may have very few other chances to discover what fun the world can be and how many possibilities it offers.

Expanding children's horizons is a vital part of their education. Working in partnership with theatres, cinema's, attractions, ice rinks, zoo's, services clubs, museums, harbour cruises, go kart tracks, surf clubs and through unflagging support of volunteers, companies and corporate supporters, variety@work has organised unforgettable days for tens of thousands of children.

Each year, these activities culminate in Variety Christmas Parties for up to 5000 children who are disadvantaged or have special needs. After an exhausting day of fun and adventure, each child receives an age appropriate present and for some, this is the only Christmas present they will receive.

For a small financial outlay, corporate social responsibility and company community programs can host a variety@work outing, making a world of difference to a child's life. It isn't only the kids who laugh and smile, but staff volunteers and supporters gain immense satisfaction from the experience.







# ! future kids program

education, experiences & play

“Stephanie talked for days about the lovely fun she had at the Variety Children’s Christmas Party and Melbourne Cup Children’s Parties she has been privileged to attend. Thank you so much for giving my princess some joy”

“Thank you for giving us balloons, letting us play on fun things and pat the animals and thank you for letting us go to the Christmas party and sit in the police car. We had a great time, have a nice Christmas.” Kelvin.

“Thank you for sending us the tickets to the party, we had lots of fun and we were excited. I like the Jungle Challenge and the cup and saucer was very fast, it made me dizzy. Thank you for the presents, I really enjoyed it and hope I can come next year.” Asha



# engda

**EVERY VARIETY - THE CHILDREN'S CHARITY DONOR, SUPPORTER OR** volunteer is a hero for Australian children. These are the people and companies that enable Variety to successfully provide vital equipment and experiences to Australian children who need it most. The money raised and donated by Variety's individual and corporate donors has an immediate positive impact on children, their families and the community.

**Engagement with Variety comes in many forms including Work Place Giving, Regular Giving Programs, Bequests and Legacies, Trusts and Foundations, Variety Event Sponsorship and Variety Event participation.**

Founded by Variety performers in 1928, Variety draws on a rich and vibrant history of spectacular fundraising events, firmly believing in putting fun into fundraising. From the legendary Variety Bash, now in its 28th year, gala luncheons and dinners such as Variety of Chef's, Variety Splash boating events, 4WD Charity Adventures, Classic Car Cruises, to trekking exotic locations and the Variety Santa Fun Run, Variety enjoys a diverse calendar of events in every state of Australia aimed at a superb experience for attendee's and sponsors while raising much needed funds for Australian kids.

For many children, Variety is there when no one else is. Through support of Variety - the Children's Charity, you can be there too!



# ge

**WORKPLACE GIVING IS A PROACTIVE WAY FOR PEOPLE TO** connect to the community. It is an easy, tax efficient and cost effective way to change the lives of Australian children. Your donations are made from your pre-tax pay, which is reduced by the amount of your donation, so you have no need to collect and claim receipts, the tax deduction is immediate and assured. Various employers may offer dollar matching programs, doubling the effectiveness of your donation.

Assuming a tax rate of 32.5%, a \$10 donation each week only costs you \$7.75 after the immediate tax deduction, however, Variety receives the full \$10.00.

Outside of work, Regular Giving is also a simple and effective way to help Variety purchase equipment for children who are sick, disadvantaged or have special needs, transforming their lives and those of their families. Regular donors give an amount of their choice each month, claiming a tax deduction for those donations.

Whether Workplace Giving or Regular Giving, both provide certainty of income and are vital for Variety to commit to long term, larger value projects and grants.

“For less than two cups of coffee each week, I know my contribution added to everyone else’s contribution makes a lasting difference to children in Australia. Because the money is taken from my pre-tax pay, I don’t even notice it is gone.”

“Our employer matches our Workplace Giving donations, I feel doubly good knowing my small sacrifice is being matched and making a real difference.”





# gift

## **GIVE THE GIFT OF A LIFETIME BY NAMING VARIETY – THE**

Children’s Charity as a beneficiary in your will. This is one of the most generous and significant legacy’s you can leave, providing ability and equality for Australian children who are sick, disadvantaged or have special needs, empowering them to live, laugh and learn.

It is as easy as specifying a fixed amount or a percentage of your estate or life insurance policy. Leaving some, or all, of your shares, cash or property is an outstanding way you can help children reach their true potential, providing a far better life for the next generation and their families.

## BUCKET LIST

- Go paragliding
- Leave a bequest to  
Variety – the Children’s Charity
- Do a V8 hotlap
- Trek Kokoda
- Take a helicopter flight

“Leaving 20% of my estate to Variety is one of the biggest accomplishments of my life. Knowing it will help children and their families who are not as fortunate as I have been, gives me great satisfaction.”

“As a retired teacher of children with special needs, I know the great work Variety does in the community and the life changing impact it has. Many of my students were from single parent families and would not have been able to achieve what they have without vital equipment from Variety. Please accept my bequest in appreciation and for the future of these children.”

## DONATIONS

Big or small, your donation will help change the life of an Australian child, providing opportunity, equality and ability. The simplest way to donate is by visiting the Variety web site, [www.variety.org.au](http://www.variety.org.au), and selecting your state to receive the donation. You can submit a single donation or set up an ongoing regular donation. Donations can also be made in person, by telephone, by direct deposit or during Variety events and functions.

The purchase of a piece of critical equipment from Variety's Wish List of outstanding appeals or sponsorship of a Liberty Wheelchair Swing, Vision for Life tele-medicine system or Sunshine Coach are other wonderful ways you can make a difference.

## TRUSTS AND FOUNDATIONS

Charitable Trusts and Foundations provide crucial income for Variety's work. Variety welcomes the opportunity to submit applications to Trusts and Foundations that support Australian children who are sick, disadvantaged or have special needs.

## CORPORATE SUPPORT

Corporate engagement and support is essential to delivering the educational and fun experiences and imperative equipment grants fundamental to Australian children. Variety@Work provides tailored volunteer opportunities to engage employee groups. Research shows that companies with a solid and active community program enjoy much better work place morale and employee retention.

Hosting a corporate fundraising event, such as a golf day, matched work place giving programs, event sponsorship and pro bono work are just some of the ways employees and companies can be involved in changing children's lives.



# local

## western australia

Thanks to a special grant from Variety, six year old Evan can now enjoy the outdoors with his siblings and friends! Diagnosed with cerebral palsy and developmental delay, Evan is dependent on his family for all self care and mobility and uses a specialised wheelchair and custom insert to support his mobility and postural needs. Because standard bicycles do not provide the support he requires, Variety granted Evan a modified bike, giving him the opportunity to engage in age appropriate play opportunities that would otherwise not be available to him, enabling him to develop his motor and social skills and helping build wonderful, long lasting memories at the same time.



## tasmania

Timsbury School, located in the Hobart suburb of Moonah, caters for students with special needs from year 7 to 10 with significant intellectual and learning difficulties. This small learning community has limited resources at their disposal yet are committed to developing social and life skills that will enable their pupils to perform and thrive to the best of their ability within the greater community.

“The new Sunshine Coach was specially modified to suit our school and student needs.” School Principal Nick Donnelly went on to say “The new bus will provide the school with greater capacity to provide educational and social experiences for our students. This bus is equipped with a hoist and other safety features which will ensure that all students of Timsbury School will be able to attend events, access the community and participate in a more diverse learning beyond the school in an inclusive, non-discriminatory environment.”

# northern territory

Everyone has their favourite chair in their favourite spot, and now Jye is no different!

A small group of supporters gathered at the Variety NT office to meet Jye, his mum Pauline and little sister Tia, and to present Jye with his new Pediatric Club Chair.

Jye was spending most of his day in his wheelchair, but now he can watch TV and do other activities in his chair. Jye's Pediatric Club Chair has custom-molded cushions to support him, and adjustable and removable arm rests, foot rests and tray table, which will enable the chair to 'grow' with him.

Jye's chair also reclines so he can watch his favourite dvds in extra comfort.

# victoria

Kai is a bright motivated 6 year old who has cerebral palsy, severe haemophilia and complex communication needs.

Due to his disability Kai has an extremely weak trunk and difficulty functionally using his right side. Kai requires assistance with most of his movements and with all aspects of daily living.

Kai is off to Primary School next year and it is important that among a number of items of equipment he will require is a dynamic standing frame.

This standing frame will enable Kai to stand unsupported and will benefit the development of his muscles, lower bone density, improve his upright blood pressure and enable him to participate in activities in standing so he is the same height as his peers.



# nati

## new south wales

At 18 months of age, Samuel was diagnosed with spinal muscular atrophy and as a result his muscles degenerate, making him slowly lose the use of them. Due to his condition, Samuel has become wheelchair dependent and transporting him is an enormous task for his family.

Five-year-old Samuel is now about to get out and about with his family, thanks to Variety – the Children’s Charity which funded modifications to the family car to allow wheelchair access.

Samuel’s mother, Andrea explains, “Samuel is only able to walk short distances in his walker and gets tired very quickly, so we rely on the wheelchair as his primary mode of transportation. Prior to our car modifications, getting him in and out of our vehicle was a challenge. As a result Samuel had limited time out of the home and had not been able to participate in outings with his friends or even go out as a family, as the task of transporting him was too difficult. Now with Variety’s help, our car has been modified for wheelchair access which has made a huge difference to our lives. We are able to go to the beach and park and enjoy outings as a family. It is particularly nice for Samuel’s seven-year-old brother, Thomas to be able to play with Samuel at the park as these sorts of outings weren’t really possible before.”





# onal

## queensland

10-year-old Jazmin suffers from a Arthrogryposis, which affects 1 in 17,000 births in Australia and means she can only walk independently over short distances, so she spends the majority of her life in a wheelchair. The condition limits the range of motion in the body's joints such as in hands, wrists, elbows, shoulders, hips, feet and knees.

Having endured many medical procedures in her short 10 years of life including surgeries that have left her spine permanently fused and unable to grow, Jazmin has a hard road in front of her. But Variety – the Children's Charity has bought hope to Jazmin and her family in the form of chocolate brown eyes and a wagging tail – an assistance dog!

Assistance dogs are highly trained Labradors or golden retrievers able to undertake everyday tasks such as opening doors, pressing the button to cross the road and retrieving dropped items.

Jazmin's mother Alicia says the assistance dog will be an enormous help and a great companion for her daughter. "An assistance dog would help her complete simple tasks most people take for granted, like picking things up from the ground or getting up after a fall giving her more independence and confidence"

## south australia

Nathen, 15, was struck down with a virus when he was 8 years old that left him paralysed from the waist down. Nathen has been a recipient of the Variety Scholarships Program since 2010 which is helping him achieve his dream to represent Australia at the 2012 London Paralympics, by providing equipment such as racing frames, gloves, tyres and racing wheels.

Nathen is currently ranked No 1 for under 18's in the world for the 200m 400m 1500m 5000m and marathon. This year Nathen achieved an A qualification time (for the London Paralympics) while in Switzerland for the marathon and hopefully this will be enough to get him on the Australian team.

"Sport for Nathen has had so many benefits aside from the fitness and health aspects, his increasing confidence and independence has flowed through to all areas of his life," says Nathen's mum, Lisa.



# com

**BE A CLAUSE FOR OUR CAUSE. IMAGINE PAINTING THE TOWN IN RED, WHITE** and smiles as you run, jog, walk, roll and ho, ho, ho with thousands of other Santa's in cities around Australia.

Embodying the season and spirit of giving, this community fundraising event is all about participating, regardless of age, background or ability. Variety actively encourages school groups, work mates, families and kids of all ages to pull on their supplied Santa Suit and join the most festive fun run of the year!

Variety Santa's raise funds by seeking sponsorship of their "run" from their workplace and friends.

Grab your Santa suit, your community spirit, sense of fun and laughter – register for the 2012 Variety Santa Fun Run at [www.varietysantafunrun.com.au](http://www.varietysantafunrun.com.au)



 **santa  
FUN RUN**

# community

**NEVER THE MOST DIRECT ROUTE FROM A TO B, THE VARIETY BASH IS A CELEBRATION OF** eleven months fundraising by Bash teams and a chance for Bashers to see their funds at work in the rural communities, regional areas and cities the Bash passes through.

This travelling carnival provides an economic boom for these rural and smaller regional communities through equipment presentations to schools and hospitals, such as infant resuscitation dolls, as well as food, fuel and accommodation expenditure by Bash teams. Bash teams fund their own vehicles and expenses in addition to the funds they raise and donate to Variety. Not only is the Bash a drive in the outback with mates in themed and dressed up old cars, it is fantastic fun and one of Variety's most successful fundraisers.

Variety runs Bash events in all states and the Northern Territory and a second smaller Bash in NSW starting and finishing in Newcastle. The Bash is not a race or rally and speed is not important. What really matters is that everyone has a great time travelling to parts of Australia they may not otherwise see, experiencing Australia's vast outback and its colourful characters.

The Variety Bash... you've just got to do it!



# share

**TURN THE KEY, START YOUR ENGINE AND ESCAPE THE 9 TO 5 ROUTINE! GET OFF THE BEATEN TRACK IN** style, exploring scenic vistas, craggy mountain tracks, sweeping ocean views, sandy creek beds, sand dunes, fire trails and country dirt roads on the Variety 4WD Charity Adventure.

Combine fabulous scenery with exceptional food and wine, fun and entertainment to have the time of your life, all in the company of a small group of like-minded people. The 4WD Adventure is designed for both the 4WD enthusiast and those who harbour a desire to find out what their 4WD can really do in a safe, well supported environment, where everything is organised for you, from great accommodation with no camping, to superb meals.

The Adventure is ideal for husband and wife teams or groups of mates to get away from the daily grind and enjoy Australia's stunning country, meet bush characters and enjoy first class hospitality while supporting Variety's work with Australian children who are sick, disadvantaged or have special needs.

For the time of your life and satisfaction of helping kids less fortunate, join the Variety 4WD Charity Adventure.



**VARIETY'S LEGENDARY DINNER AND LUNCH EVENTS ARE THE HIGHLIGHT OF SOCIAL** calendars around Australia, providing priceless experiences for those who attend and priceless life improvements for the Australian children who benefit because of your attendance.

**Variety of Chef's** brings Australia's premier chef's together to cook for a cause. An evening of culinary masterpieces, fine wine, fashion, great company and humour finished with spectacular entertainment.

**Dine for Kids** transforms venues into a vibrant culinary affair; a relaxed afternoon of effervescent entertainment, celebrities and fun side by side with a magical children's party.

Long in venue and long in time, the **Wharfies Long Lunch** stretches from one end of Woolloomooloo Wharf to the other and an entire afternoon, finishing with a grand after party till the wee small hours.

You back a winner every time at Variety's vivacious **Melbourne Cup Luncheon** where you race to help Australian kids in need and enjoy fine food and wine, TAB facilities and dancing. A delightful children's party for 80 lucky kids is held in conjunction.

Dress to impress for less at the **Variety Op Shop Ball**, a pulsating night of energetic fun and frivolity with music spun by famous DJ's, dancing, lively entertainment, drinks and nibbles.



**dinefor  
kids**

# challenge

## SET YOURSELF A PERSONAL CHALLENGE AND TICK A "MUST DO" OFF YOUR LIST.

Follow in immortal footsteps as you climb to the top of Mt Bellemly for stunning 360 degree views, forge through swampy wetlands and stubborn rivers and encounter living history on the challenge of a lifetime, the Kokoda Track in Papua New Guinea. Departing May 26th and returning June 6th 2012, you will learn fascinating history and experience where Australian soldiers fought epic battles.

"Trekking Kokoda was a life changing experience and one I will never forget - doing so to help children in need only made the experience so much better!" Roger

"Setting and achieving the personal goal of fundraising and getting fit was reward enough but finishing the Kokoda Track was a very special moment for me" Stephanie



## 10 PLACES, 42KMs, 1 LIFE CHANGING EXPERIENCE.

In London's Olympic year, imagine your heart thumping as the start gun fires and you take off along the River Thames, catching glimpses of Shakespeare's Globe theatre before reaching the halfway mark at the commanding Tower Bridge.

Now you're moving east towards Canary Wharf, past St. Paul's Cathedral, and into the final leg of the race. As the London Eye comes into view, you see the sights of Big Ben and Westminster in the distance. Minutes later you pass the finish line in front of Buckingham Palace with an enormous, proud smile.



Congratulations to the 2011 marathon team who raised more than \$55,000.





# heroes for kids

## VARIETY – THE CHILDREN’S CHARITY PARTNERED WITH THE NEW

Australian film, *Dealing with Destiny* in August, hosting an exclusive premier with the proceeds of ticket sales and on-going screenings going directly to Variety.

*Dealing with Destiny*’s producer, Paul Condoleon and the team at Blue Pie productions have shown generous support by donating “Betsy”, the 1969 Fiat 850 Sport Coupe featured in the film for Variety to raffle. Proceeds from the “Betsy” raffle went directly to helping kids in need.

“It’s been an absolute pleasure working with Variety in the promotion of the feature film “*Dealing with Destiny*”. The film Premiere was hosted by Variety at Hoyts Fox studios and was a great success in raising funds from those that attended. The little fiat sports car that was in the film has been donated to Variety to raffle off and this will be a wonderful prize to win.”

Paul Condoleon, film producer.



**DEALING with DESTINY**  
You never know what's on the cards

© Dalley Film Productions Pty Ltd 2011  
www.dealingwithdestiny.com

## CHARTER HALL SHOPPING CENTRES GOT INTO THE SPIRIT OF GIVING

this Christmas with the ‘Decorate to Donate’ campaign to raise vital funds for Variety - the Children’s Charity.

The campaign, run across 39 Charter Hall Shopping Centres nationally, is a part of a centre-wide community celebration over the Christmas period.

Each time a customer spent \$10 or more at selected specialty stores or \$50 or more at major stores at the Centres, they received a *Decorate to Donate* sticker. For every sticker placed on the Christmas tree



until Christmas Eve, the participating Shopping Centre will donate \$1 to Variety – the Children’s Charity, up to a total of \$15,000 nationally, to help make Christmas a little easier for Variety kids.

“Christmas is the perfect time to give back to the community and Variety is such a worthy and deserving charity. We’re so proud to be a part of this campaign.”

Samantha Howkins,  
National Marketing Manager for Charter Hall

# heroes

## WITHOUT THE GENEROSITY OF CORPORATE AUSTRALIA,

Variety – the Children’s Charity could not assist the thousands of children it does. With Variety’s individual donors and supporters, they are true heroes for kids.

Nurofen is a leading analgesic brand that has provided Australian families targeted relief from pain for over 20 years. This year Nurofen sought to help give back to Australian children who are sick, disadvantaged or have special needs.

Nurofen’s partnership with Variety - the Children’s Charity was a perfect synergy as Variety provides vital equipment and support, enabling children and their families can live, laugh and learn and Nurofen provides relief so pain doesn’t prevent children and families from enjoying life. Both Variety and Nurofen are focused on providing relief for Australian families.

“Variety was also a charity that made a real difference to children and their families’ lives and seeing the funds raised actually go to helping those less fortunate was inspiring. It was great to be able to see the tangible benefits of the funds raised by Nurofen at work.

Nurofen is excited to be partnering with Variety, raising both funds to help, and awareness of, the critical work Variety does for Australian children.”

Marisa Lackmann  
Brand Manager - Nurofen for Children & Bonjela

**NUROFEN**

**variety**  
the children's charity

Targeting the hearts  
of all Australians

**1 NUROFEN** = **for** **variety**  
Adult or Children product

Simply register your purchase at  
[www.nurofenforchildren.com.au](http://www.nurofenforchildren.com.au) or [www.nurofen.com.au](http://www.nurofen.com.au)

Relief from pain and fever. Always read the label. Use only as directed. Increased use could be harmful. If symptoms persist, see your healthcare professional. Nurofen adult is for adults and children over 12 years. Do not give Nurofen for Children to babies under 3 months, seek medical advice for children less than 1 year.

Reckitt Benckiser (Australia) Pty Limited (ABN 17 003 274 655) of All Wheel Road, West Ryde NSW 2114 is conducting the fundraising activity with Variety, the children's charity. Variety Australia Limited (A.B.N. 55 901 232 898) Shop 1/152/11 and ends 11/20/11. Consumers who purchase a Nurofen product are eligible to register the details of their purchase on the Nurofen promotional website during the promotion period (including receipt and barcode number). At the time of registration consumers will also be able to nominate one of the three (3) donation gifts they would like to contribute to ("Sunshine Coach" - \$50,000, the Liberty swing - \$20,000 and the solo medicine system - \$25,000). Reckitt Benckiser will then donate \$1 from every purchase registered towards the purchase of the gift nominated by the individual. Limit one (1) registration/donation per Nurofen purchase. Variety is a registered charity under the Collections Act 1996. Reckitt Benckiser - P.O. Box 2000 11 02 9525 4244 See [www.nurofen.com.au](http://www.nurofen.com.au) or [www.nurofenforchildren.com.au](http://www.nurofenforchildren.com.au) for Terms and Conditions.





# heroes for kids

## THE MONTH OF OCTOBER SAW GLORIA JEAN'S COFFEES

partner with Variety - the Children's Charity to raise funds for Australian children in need through their iconic Cappuccino for a Cause campaign. Funds were raised throughout the month from the sale of Gloria Jean's Coffees travel mugs and heart shaped biscuits and culminated in an amazing last weekend where 50 cents from every cappuccino purchased went to Variety. Through this campaign Gloria Jean's Coffees raised over \$150,000 which funded three Sunshine Coaches and two Liberty Swings for special needs units within local schools across Australia.

Variety is extremely grateful for the generosity of Gloria Jean's Coffees and their team for being true heroes for kids, achieving an amazing result! Together we change lives, one sip at a time.

"We are extremely proud to partner with Variety - the Children's Charity. We feel privileged to work with an organisation that shares our commitment to building and changing lives. Through our Cappuccino for a Cause campaign we invited guests all across Australia to join us in raising funds for Variety, and helping children with special needs. Together we raised \$150,000 and look forward to building on this in 2012."

Angela Saleh, Co-Founder of Gloria Jean's Coffees  
Founder of *With Heart*,  
a Gloria Jean's Coffees foundation



**50 CENTS FROM EVERY CAPPUCCINO DONATED TO variety the children's charity**

**FRIDAY 28 & SATURDAY 29 OCTOBER**

**FOR A CAUSE CAPPUCCINO HELP THE CHILDREN'S CHARITY ONE SIP AT A TIME**

Proudly supported by *With Heart* Gloria Jean's COFFEES

## TOSHIBA

### Leading Innovation >>>

After 21 years of involvement with Variety Toshiba's own Les Smith has built a reputation as not only one of the highest revenue raisers but one of the cornerstones of this magnificent charity. So with a commitment the level of Les's how as his employer could Toshiba not throw our corporate weight behind such an amazing cause. Toshiba Corporation Australia proudly supports Variety through its Annual Bash and are honoured to have its corporate colours adorn the six Team Toshiba Car's Les and his brilliant team roll out each year.



The Lifetime Care and support Authority of NSW (LTCSA) provides lifetime treatment, rehabilitation and care services to adults and children injured in motor vehicle accidents in New South Wales. The LTCSA is committed to improving the health and social outcomes for participants in the scheme. To achieve this goal the Authority supports a range of activities including the installation of Liberty Wheelchair Swings by Variety – the Children's Charity.



Charter Hall is delighted to support Variety – the Children's Charity, a charity which was chosen by our employees because of the critical role it plays in providing much needed assistance and support to young Australians. Through our National Retail Christmas campaign, 'Decorate to Donate', we aim to raise much needed funds and awareness to assist Variety in helping many more children.



Variety needs a bank that is not just a strong financial partner but one that is active in both the local community and in our cause. Having employees in the Westpac group participate in our fundraising activities both delights us and excites us because we know these people are passionate about helping Australian children. Working with Variety aligns well with the passion Westpac staff have for the Variety cause.



Helping local kids achieve their full potential is what inspired Kmart to launch a new joint venture with Variety. "Kmart is very pleased to offer our customers the opportunity to support Aussie children through Variety" said Kmart's General Manager of Corporate Affairs. "It's such a great feeling to know your loose change is going where it is most needed"



**Vodafone  
Foundation  
Australia**

As Variety - the children's charity is dedicated to transforming the lives of children with special needs, Vodafone feels privileged to have been supporting Variety for several years now and including Variety as an official Vodafone Foundation partner. The Vodafone Foundation has supported Variety with volunteer staff for the amazing Variety Children's Christmas Party, SMS bidding systems and Vodafone Retail is raising money to fund Sunshine Coaches.



# heroes for kids

## adrenalin

Previously Adrenalin had supported multiple charities with donations and prizes, however, we questioned how effective our donations would really be when divided into smaller amounts. Our search for a charity to support led Adrenalin to Variety. What really differentiated Variety was the very high amount of each dollar we donated actually reaching the children in need.



GAME Australia, the Computer and Video games Retailer, firmly believes in what Variety is trying to achieve and we also felt some great affinity, in the fun ways that they fundraise and present themselves. GAME and Variety will partner together on a number of initiatives and projects over the coming months and years. We are very honoured to be working with Variety, to help make a difference, in the lives of children and their families alike.



ICAP is the world's premier voice and electronic interdealer broker and on ICAP Charity Day - all revenues and commissions from each trading office across the globe will be given away to selected charities to assist them in their operations. This gives ICAP and our customers a unique way of contributing to society, especially in view of our privileged position in the financial world. Since its inception in 1993, ICAP has raised over US\$138 million globally. In 2011, ICAP Sydney selected 'Variety' as one of their 20 recipients. The money raised will go towards Variety's Freedom Program to give children a brighter, more mobile future. We look forward to having Variety apart of this great day and helping put smiles on the faces of many children.



Variety relies on Allied Express to deliver backdrops, banners and event assets safely and on time and then pick them up and return them to the Variety office. They have never let us down and have saved Variety many thousands of dollars in freight that we are able to put towards purchasing critical equipment for Aussie Kids.



We are very proud to partner with this worthwhile organisation, who work so tirelessly to help sick and disadvantaged children across Australia. Our support of the Santa Fun run was not only something fun and engaging for all Sydneysiders, but a true indicator of the spirit of Variety. With our own team of 2UE 'Santa's' we were able to raise much needed funds.



### LAMBERTVINEYARD

Through event and program sponsorship and participation, Lambert Wines is glad to be making a significant difference to children who are sick, disadvantaged or have special needs in Australia.



Guardian Pharmacy's 'Guardian Angel Knitting Program' has seen more than more than 2 million knitted garments donated to families in need over the past 12 years thanks to the astounding generosity of our 'Guardian Angels'. This year, with the support of Variety, the children's charity, we'll be helping deliver the gift of warmth to children in need throughout Australia and New Zealand.



Fujitsu Australia and New Zealand is one of the region's largest ICT companies. As part of its Community Reach program Fujitsu has worked closely with Variety for over 7 years. This year Fujitsu's 7th annual Variety Children's Charity Golf Event raised over \$25,000. Other initiatives include the Santa Fun Run, in which 49 Fujitsu employees in 6 Australian states participated, and Fujitsu's Christmas Gift Appeal, which collected approximately 100 gifts that will be donated to Variety for ongoing distribution to children in need.



The BASH Coordinator's role for Variety NSW was selected as one of the Top Five Jobs for Sydney. This job scored the highest amount of votes from the celebrity judging panel. Together with voting from the general public, the BASH Coordinator's role finished fourth overall in the competition. This was a great achievement. The Ultimate Job Campaign is an exciting competition, based on real permanent jobs submitted by employers, with the winning job determined by a panel of celebrity judges as well as voting from the general public.



The Laminex Group NSW-ACT remains a strong supporter of Variety – the Children's Charity. Our 5-year involvement has allowed our staff and customers to make a real difference in the lives of a number of wonderful kids, their families and their schools. We are proud and privileged to be involved with Variety and look forward each year to an ever growing list of fund raising activities for this fantastic organisation.



One of the most important events on Variety – the Children's Charity calendar would not be possible without the ongoing generous support of the Sydney Convention and Exhibition Centre. The Variety Kids Christmas party caters for 5000 children who are disadvantaged or have special needs. Spreading over all 5 halls of the SCEC and with more than 500 volunteers in attendance, it is a fantastic event enjoyed by all. The SCEC proudly donates the centre for two days each year to allow the party to happen.



Rocketman have worked closely with Variety Australia this year to grow Variety's social media online community and to increase registrations for the Santa Fun Run. We have thoroughly enjoyed getting to know Variety's supporters via Social Media, and to witness their enthusiasm for the charity. We have also appreciated the opportunity to interview a few of Variety's passionate members for 'Reg's Entourage' Santa Fun Run YouTube series.



Super Hubert is a Variety International Citation awardee for his selfless work with Variety in Australia and New Zealand. An accomplished magician and comedian, Super is famous for his kids shows performed at schools during the NSW and Newcastle Variety bashes, as well as the New Zealand bash. To watch a Super Hubert Show and watch the kid's reaction is to experience real joy.



# heroes for kids



NOVA is proud to support Variety on its mission to help sick and disadvantaged children live, laugh and learn. NOVA's irreverent and fun nature matches very closely with many of Variety's endeavors and events. We look forward to supporting Variety during the next twelve months and working with their dedicated team to help grow our favourite event – The Santa Fun Run.

## AROONA

Aroona is Aboriginal for Spring Waters and is proud to be helping Australian children by donating a percentage of sales of our bottled water to Variety – the Children's Charity. As a company, we believe in returning our success to the community and what better way than helping the next generation of Australian's.

## orchard

We are extremely proud to be partnering and supporting a charity where everybody involved is passionate and committed to making a significant difference in the lives of those less fortunate. The opportunity to be part of the team is rewarding for everyone involved and we hope to continue to contribute where we can for as long as we can.



The DLA Piper partnership was expanded in March when the Melbourne office joined. Programs receiving support in 2011 were Bikes4Kids including a modified tricycle, Vision for Life received \$10,000, Word Play volunteering at Gardners Road Primary continued and the children's Christmas parties in Melbourne and Sydney provided a rewarding volunteering experience for DLA volunteers and lots of fun for the kids!



One of the ways Arbonne practices the "art of giving back" is through charitable donations to causes and organisations that we believe echo our vision of building a world that is pure, safe and beneficial for all. Arbonne Australia is a proud supporter of Variety – the Children's Charity and know our donations have made, and will continue to make a difference in many lives.



Paper and Print Direct has been involved with Variety for many years and we have worked closely on many events, promotional opportunities and sponsorships. It is great to work with such a dedicated head office team and knowing that all our efforts helps to benefit such a fantastic cause makes our involvement extremely rewarding.



Bennelong is pleased to be a sponsor of a Variety Vision for Life tele-medicine system, providing specialist doctors the ability to see a seriously ill or injured child in a remote location and allowing those doctors to accurately help diagnose and make a decision to treat the child locally or transport the child to a specialist hospital.



Transparency and accuracy are crucial to Variety – the Children's Charity. Ernst and Young partners with Variety, providing audit and advice services to ensure Variety meets or better the requirements of regulators, donors and supporters.

—WATERSHED—  
PREMIUM WINES  
MARGARET RIVER



*Awaken Your Senses*

Watershed Premium Wines have been a proud supporter of Variety for many years now. Watershed provide Variety with sponsored wines at their tailored dining events and attend events throughout the year and are proud to be part of a Charity who make a difference to children who are sick, disadvantaged or have a disability.

Phuel

Phuel are one of Australia's premier training providers. They are assisting Variety to build a robust, sustainable brand and staff capacity.

# bash heroes



# newcastle heroes







[www.variety.org.au](http://www.variety.org.au)



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